CESAW Standards for PowerPoint Slides   19 May 2000

1. The Executive Office has directed that all slides produced for presentations to be given by the Commander or to be produced by group effort for presentation to our customers share a standardized format, i.e., background color, typeface and type color for certain elements. The goal is to produce a uniform look to slides produced by different groups for a common presentation and to make changes to these slides easier to accomplish should changes be necessary.   The following information is furnished to help achieve that goal.

2. If at all possible do not design your presentation using the "Slide Master". Slide Master does make it basically easier for an inexperienced user to simply type in words and produce a certain type of slide. However by locking in design elements and colors it can cause many problems if changes have to be made to the slide later to make it conform to other slides or to rearrange the layout or content.   It can become almost impossible to change elements on one slide in a group if everything is governed by the Slide Master.

    With the exception of charts and graphs (and even with many of them) using a simple blank page as your starting point gives complete control over how your slide is put together. If you use the same layout or slide element over and over it is very simple to put elements you need on the clipboard and simply paste them into each slide in your presentation and then make the changes to content on each slide. Rather than drawing a typebox for putting words on your slide, simply click on the type icon, click where you want to start typing and begin. By doing this your type will only take up the room it needs and you won't have a box taking up space that is not needed for the type. The idea is to gain control over the elements of your slide and creating them separately allows you to do this. It may take a little more time but if you need to make changes, that time will be well spent. **Most Important: From a presentation standpoint, always strive to put the LEAST amount of information on a slide that will get your message across.**

3. a. Standard background color will be dark blue at top shading to lighter blue at bottom. This is accomplished as follows: Under **custom colors**, set top color to: Blue-155, Green and Red set to 0. Bottom color set to: Blue-255, Green-125, Red-0.

    b. Type face will be **Arial**. Color should be pure yellow in the heading with white used for subheadings. Unless it causes problems with space, use bold type. Using drop shadows on your type will make it stand out much more, however do not select the default type shadow. The shadow is gray and not very effective. You can select your type and use the shadow icon to put black shadows on it. The shadow tool also allows you to set the degree of offset and direction of shadows. We normally use "down and right".

    c. Bullets for text should generally be yellow. A very good selection of bullets can be found under the **Monotype Sorts** type style. Bullet size and color can be set when selecting the bullet from the available choices.

    d. As a general rule, slide transitions, animations or sounds should not be used. They require a lot of memory and disk space and also add lag time into your presentation.   Photos are fine if they are needed to illustrate your point, however, they should be of good quality, used effectively and large enough to clearly show why you used them in the first place. Too many on one slide just makes them all so small that unless they are used as a montage for overall effect, one or two would probably have been better.

4. The above guidelines are not intended to dictate the design of every presentation, however if your presentation is for the commander or our customers they should be followed as closely as possible. If you need help or clarification on obtaining your desired result please call Bud Davis or Alverta Sandy in IM. The "Help" topics in PowerPoint can also offer useful information and explain how to accomplish what you want to do.